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INFO OCT-01 ISO-00 ACDA-10 CEQ-01 CIAE-00 DOTE-00 EPA-04

HEW-06 HUD-02 INR-07 INT-05 L-03 NSAE-00 NSC-05

NSF-02 OIC-02 PA-02 PM-04 PRS-01 SAJ-01 OES-05 SP-02

SS-15 TRSE-00 USIA-15 FEA-01 /106 W

----- 068713

R 221803Z SEP 75

FM USMISSION NATO

TO SECSTATE WASHDC 3691

INFO AMEMBASSY BRUSSELS

UNCLAS SECTION 1 OF 2 USNATO 5170

DEPT PLEASE PASS TO DOT FOR ERIC BESHIRS

E.O. 11652: N/A

TAGS: CCMS: SENV

SUBJ: CCMS: URBAN TRANSPORTATION

1. BELGIUM AS LEAD COUNTRY FOR COLLECTION SYSTEMS EVALUATION PROJECT, UNDER U.S.-LED SUBJECT PILOT STUDY, CONVENED EXPERT MEETING AT NATO SEPTEMBER 22 TO CONSIDER FINAL PROJECT REPORT FOR TABLING AT FALL 1975 CCMS PLENARY. EXPERTS PRESENT FROM BELGIUM AND PARTICIPATING COUNTRIES FRANCE AND UK. MISSION CCMS OFFICER ATTENDED ON BEHALF US. IN ADDITION TO LENGTHY TECHNICAL DOCUMENT ON WATERLOO STUDY, BELGIUM CIRCULATED SHORT SUMMARY FINAL REPORT (TEXT BELOW) WHICH WAS SUPPORTED WITH ONLY MINOR CHANGES BY MEETING ATTENDEES. PROPOSED PROJECT RECOMMENDATIONS UNDERWENT EXTENSIVE REVISION AND BELGIANS PROMISED CLEAN DRAFT AT NATO BY WEDNESDAY, SEPT. 24. WE WILL FORWARD FOR FINAL US PILOT COUNTRY REVIEW WHEN RECEIVED.

2. BEGIN TEXT SUMMARY REPORT:

INTRODUCTION

BELGIUM WAS COMMISSIONED BY THE C.C.M.S. TO STUDY THE COLLECTION ON DEMAND SYSTEMS. THE AIM OF THIS SUB-PROJECT UNCLASSIFIED

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IS TO DEVELOP AN EVALUATION METHODOLOGY APPLICABLE TO A PARTICULAR URBAN TRANSPORT MODE, IN THIS CASE, THE CONCERN WAS THE "TELEBUS SYSTEM".

THE COMMUNE OF WATERLOO, SITUATED 18 KM SOUTH OF BRUSSELS HAS BEEN CHOSEN FOR A SURVEY ON MOVEMENTS BECAUSE OF ITS DEMOGRAPHY, ITS TERRITORIAL STRUCTURE, THE EMPLOYMENT IMPLICATIONS OF ITS LOCATION NEAR BRUSSELS AND THE EXISTING PUBLIC TRANSPORT MEANS, WHICH MARK IT OUT FOR A COLLECTION ON DEMAND TRIAL.

AFTER TAKING THE ADVICE OF THE WATERLOO COMMUNAL AUTHORITY, TWO QUESTIONNAIRES (FAMILY AND INDIVIDUAL) WERE PREPARED AND SOON AFTERWARDS CAME A QUESTIONNAIRE ABOUT TENDENCIES.

THE TECHNICAL ASPECTS OF THE SURVEY WERE ENTRUSTED TO A SPECIALIZED ORGANIZATION. THE PERSONS QUESTIONED WERE VISITED AT HOME. ABOUT 20 PERCENT OF THE POPULATION (ONE FAMILY OUT OF FIVE), I.E. 1.271 FAMILIES, WERE INTERVIEWED.

PROCEDURE

1. COLLECTION OF BASIC INFORMATION

THE INFORMATIONS NECESSARY FOR CONTINUING THE STUDY WERE COLLECTED DURING SIX WEEK-ENDS, IN MAY AND JUNE 1974. THE RECEPTION GIVEN BY THE POPULATION TO THE SURVEYORS CAN BE CONSIDERED AS GOOD.

2. TRANSCRIPTION OF INFORMATION

IN VIEW OF THE COMPUTER PROCESSING OF THE INFORMATION COLLECTED, IT WAS NECESSARY TO TRANSCRIBE THE DATA CONTAINED IN THE QUESTIONNAIRES ON CODING SHEETS.

WITH A VIEW TO STANDARDIZING THIS TRANSCRIPTION, CODING INSTRUCTION AS DEFINITE AS POSSIBLE HAS BEEN PREPARED SO AS TO BE ABLE TO SOLVE ANY PARTICULAR CASE.

IN A PARALLEL DIRECTION WITH THE CODING TASK, A CHECKING PROGRAMME HAD BEEN PREPARED IN VIEW OF TESTING THE ANSWERS REGISTERED ON THE CODING SHEETS. THIS PROGRAMME COMPRISED VALIDITY AND LOGIC CHECKINGS AS WELL AS COMPARATIVE CHECKINGS. THE GROUP IN CHARGE OF WRITING UNCLASSIFIED

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OUT THE CODING SHEETS HAS ALSO TAKEN STEPS TO COLLECT INFORMATIONS IN VIEW OF THE NEXT PHASE OF THE STUDY.

3. INFORMATIONS ANALYSIS

THE PURPOSE OF THE ANALYSIS IS TWO-FOLD.

IT SETS OUT FIRSTLY TO SELECT FROM THE INFORMATION COLLECTED FROM THE INHABITANTS OF WATERLOO THOSE FACTORS WHICH HAVE A BEARING ON THE USE OF THE NEW SYSTEM. THUS, THOSE QUESTIONS TO WHICH THERE WAS LITTLE OR NO REACTION WERE DISCORDED, THOSE WHICH ELICITED IDENTICAL INFORMATION WERE GROUPED TOGETHER AND LASTLY THOSE WHICH COULD NOT BE USED FOR PREDICTIONS WERE ALSO ELIMINATED.

FURTHER, THE PURPOSE OF THE ANALYSIS IS TO ASSESS THE POTENTIAL AND PROBABLE USE OF THE DIAL-A-BUS SYSTEM; THE NUMBER OF JOURNEYS, PARTICULARLY OF A REGULAR TYPE, TO OR FROM WORK OR SCHOOL OR FOR OTHER PURPOSES, WAS CALCULATED, TOGETHER WITH THE PROBABLE USE OF THE SYSTEM FOR THE VARIOUS TYPES OF SERVICE IT COULD OFFER.

THE ANALYSIS AS A WHOLE COMPRISES FOUR CONSECUTIVE STAGES:

- A) COUNTING OF REPLIES, CALCULATION OF MEANS AND STANDARD DEVIATIONS;
- B) STATISTICAL INDEPENDENCE TEST BETWEEN VARIOUS PAIRS OF VARIABLES;
- C) MULTIVARIATE ANALYSIS, THE PURPOSE OF WHICH IS TO ISOLATE THE VARIABLES WHICH CAN BE GROUPED TOGETHER BECAUSE THEY PROVIDE SIMILAR INFORMATION;
- D) REGRESSION ANALYSIS WHICH ENABLES THE PREDICTIVE VARIABLES REGARDING THE USE OF THE SYSTEM TO BE ISOLATED.

THE SECOND PART OF THE SURVEY IS THE ESTABLISHMENT OF AN EVALUATION METHOD WHICH PERMIT TO HIGHLIGHT QUESTIONS WHICH COULD BE DELETED OR GROUPED TOGETHER SO THAT A MORE CONCISE QUESTIONNAIRE CAN BE DEvised WHICH WOULD NONE THE LESS ELICIT AS MUCH INFORMATION AS THE ONE USED IN WATERLOO.

THE THIRD PART OF THE SURVEY ASSEMBLES THE DATA PROVIDING POINTERS TO THE POTENTIAL AND PROBABLE USE OF THE TELEBUS.

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THE INFORMATION RELATES PRIMARILY TO:

- A) THE FORM OF TRANSPORT CURRENTLY USED FOR DIFFERENT TYPES OF JOURNEY;
- B) CURRENT TRAFFIC FLOWS GENERATED BY JOURNEYS TO AND FROM WORK OR SCHOOL OR FOR OTHER REASONS;
- C) STATED OR ESTIMATED PROBABILITY OF USE OF THE TELEBUS.

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NSC-05 NSF-02 OIC-02 PA-02 PM-04 PRS-01 SAJ-01 OES-05

SP-02 SS-15 TRSE-00 USIA-15 /106 W

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R 221803Z SEP 75
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UTILIZATION PROBABILITIES

FROM THE UTILIZATION PROBABILITIES OBTAINED, WHETHER THE ABSTENTIONS ARE TAKEN INTO ACCOUNT OR NOT AND IN THE CASE OF THE ANSWERS ASSEMBLED INTO THE TWO FAVOURABLE CATEGORIES, IT CAN BE SEEN THAT THE PROBABILITIES OF USE FOR OTHER REASONS TEND TO BE HIGHER THAN THOSE FOR TRAVEL TO AND FROM WORK OR SCHOOL AND, IN PARTICULAR, THAT THE PROBABILITIES OF OCCASIONAL USE ARE MUCH GREATER THAN THOSE OF REGULAR AND FREQUENT USE.

IN THE CASE OF THE ANSWERS ASSEMBLED INTO THE MOST FAVOURABLE CATEGORY AND TAKING THE ABSTENTIONS INTO ACCOUNT, THE RESULT GIVES US A VALUABLE INDICATION: THERE WOULD BE TWO SUB-CATEGORIES OF PROBABLE TELEBUS USERS. THE FIRST WOULD CONSIST, IN GENERAL, OF PERSONS MAKING REGULAR AND FREQUENT CALLS TO GET TO WORK OR SCHOOL AND BACK AGAIN; THIS IS THE GROUP WHICH IS VERY MUCH IN FAVOUR OF INTRODUCING THE SCHEME. THE SECOND WOULD CONSIST, BY AND LARGE, OF PEOPLE USING THE SYSTEM OCCASIONALLY FOR JOURNEYS TO AND FROM WORK OR SCHOOL AND FOR OTHER PURPOSES; THIS IS THE GROUP WHICH IS IN FAVOUR OF THE TELEBUS BUT WHICH,
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PERHPAS, FIRST WANTS TO SEE HOW IT WORKS. IN ANY CASE, IT IS OF INTEREST TO NOTE THAT JOURNEYS FOR OTHER REASONS FIGURED AS EXTENSIVELY AS JOURNEYS FOR PROFESSIONAL OR EDUCATIONAL REASONS.

THE COMPARISON OF THESE DIFFERENT FIGURES GIVES SOME IDEA OF THE POSSIBLE IMPACT OF A CAMPAIGN TO START UP AND PROMOTE THE SCHEME.

THE VALUES JUST REFERRED TO CAN ASSIST IN THE EVALUATION OF THE PROBABILITY OF USE OF THE TELEBUS TO THE EXTENT THAT THE SAMPLING AND SURVEY RULES HAVE BEEN RESPECTED. IF, FOR EXAMPLE, IT IS DECIDED TO OFFER A SERVICE FOR ALL TYPES OF JOURNEY AND IF THERE ARE GROUNDS FOR BELIEVING THAT BLANKS ON THE QUESTIONNAIRE CAN BE REGARDED AS NEGATIVE REPLIES, OR AT LEAST AS EXPRESSING A DOUBT, THE VALUE OF 14,74PERCENT CAN BE USED. APPLIED TO THE EVALUATION OF JOURNEYS OF THE SAME TYPE FOR THE WHOLE OF THE ORDINARY POPULATION, THIS GIVES 4.901 JOURNEYS WHICH WOULD BE REQUIRED

OF THE TELEBUS ON DAYS ON WHICH ALL THESE JOURNEYS WERE MADE.

IF THESE VALUES ARE COMPARED WITH THE PERCENTAGES DEDUCED FROM THE ACTUAL OPERATION OF THE HARLOW SYSTEM, THE COEFFICIENTS BEING ADAPTED TO THE SITUATION IN WATERLOO, THE NUMBER OF TRIPS PER DAY WOULD BE 2.785. THIS IS APPRECIABLY SMALLER THAN THE EVALUATIONS OBTAINED FROM THE STUDY, BUT WE SHOULD NOT FORGET THAT THE PROBABILITIES AS CALCULATED BY US STEM FROM THE MENTAL PICTURE THE RESPONDENTS HAVE OF THE SYSTEM AND NOT FROM A "LIVE" SCHEME. NONE THE LESS, THE FACT THAT 14.74PERCENT OF THE SAMPLE WERE VERY MUCH IN FAVOUR OF THE SYSTEM SHOULD NOT BE REGARDED AS AN OVER-EVALUATION.

CONCLUSION

THE PURPOSE OF THE SURVEY HAS BEEN, ON THE ONE HAND, TO DEVISE A METHOD OF EVALUATING A DEMAND-ACTUATED BUS SYSTEM AND, ON THE OTHER HAND, TO ESTABLISH THE POTENTIAL AND PROBABLE USE OF THE TELEBUS IN WATERLOO.

THESE TWO AIMS INDUCED THE WORKING PARTY TO WRITE OUT
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SOME RECOMMENDATIONS WHICH ARE CONSIDERED AS INDISPENSABLE AS WELL FOR THE PREPARATION OF QUESTIONNAIRES AS FOR THE SURVEY METHODOLOGY AND THE EVALUATION OF ONE OR SEVERAL ANALYSES.
THESE RECOMMENDATIONS ARE CONSIDERED IN AN ADDENDUM.
END TEXT.BRUCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 18 AUG 1999
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975NATO05170
Document Source: ADS
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: n/a
Film Number: n/a
From: NATO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t197509102/abbrzmcz.tel
Line Count: 251
Locator: TEXT ON-LINE
Office: n/a
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 5
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: RowellE0
Review Comment: n/a
Review Content Flags:
Review Date: 05 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <05 JUN 2003 by MaustMC>; APPROVED <10 FEB 2004 by RowellE0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CCMS: URBAN TRANSPORTATION
TAGS: CCMS: SENV
To: STATE INFO BRUSSELS
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006